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ROU Briefs 8/10/95

For: AVP/RM/RBM/ROM/CAM/RMM

FSC-135-A

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1996 Workplan Dates.... Monthly workplan dates have been established for 1996. The five week month for 1996 will be the middle month of the quarter (4-5-4) versus 1995 where the five week month was the last month of the quarter (4-4-5). Reason for the change is to provide the most efficient monthly calendar break for planning, implementing and recording workplan activities.

1996 monthly workplan dates are as follows:

	Promotional Period	Weeks	Dates (1996)
1ST QUARTER	1	4	1/1 - 1/26
	2	5	1/29 - 3/1
	3	4	3/4 - 3/29
2ND QUARTER	4	4	4/1 - 4/26
	5	5	4/29 - 5/31
	6	4	6/3 - 6/28
3RD QUARTER	7	4	7/1 - 7/26
	8	5	7/29 - 8/30
	9	4	9/2 - 9/27
4TH QUARTER	10	4	9/30 - 10/25
	11	5	10/28 - 11/29
	12	4	12/2 - 12/27

Program contacts: Dick Luongo, Ext. 6110
Sharon Reid, Ext. 2584

✈ **Promotional UPC Information.....**Attached is information which has been requested regarding Full Price, Savings and Private Label promotional UPC numbers. (Note: Utilize legal paper for attachments.)

Program contact: Charles Stone, Ext. 2548

✈ **SALEM POS With Pricing.....**The following SALEM point-of-sale items (with pricing area) are available for ordering in those regions where SALEM gap monies are being utilized:

SALEM Specific - Buydown POS (w/pricing area)

#409598	24" Pkg. Mdsr. Card	25/SKU
#409609	Dump Bin Riser Card	25/SKU
#409620	Premium Riser Card	25/SKU
#409631	Large Paster	25/SKU
#409642	Static Cling	50/SKU
#409653	Folded Shelf Strip	25/SKU

SALEM #1 Menthol in the World POS (with pricing area)

#471590	24" Pkg. Mdsr. Card	1/SKU
#471593	Small PPD Card	1/SKU
#471602	Counter Display Riser Card	1/SKU
#471605	Dump Bin Riser/Paster	1/SKU
#471611	Channel Strip	1/SKU

Program Contact: Area Manager of Operations, or
Steven O'Leary, ext. 3466

✈ **Ad Slicks for Savings, Full Price & Private Label Brands.....**Effective immediately, all requests for ad slicks for savings, full-price and private label brands should be directed to **J'Lavern Designs**, an outside supplier for RJRT located in Winston-Salem, N.C. Call or fax your requests to:

910 924-6113 (Telephone)
910 924-8330 (Fax)

When requesting ad slicks, give your ROU location number, name, "ship-to" address, telephone number, description of type(s) of slicks needed, number of ad slicks required, the quarter in which ad slicks will be used as well as the due date.
(You will no longer receive "automatic" bulk shipments of ad slicks. This will eliminate the maintaining of inventories by brand as well as by warning statements for each quarter.)

Program Contacts: Karen Hughes, ext. 6593
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